

CLAIMS

What is claimed is:

1. A method of supplementing the display of a desired home web page with a floating window on a display screen of a user's terminal by using a setup web page having an address, the setup page having access to an address of the home page and an address of a supplemental web page to be displayed in the floating window, the method comprising:

(a) a browser of the user's terminal automatically navigating to the setup page address when the user logs onto the Internet;

(b) the setup page automatically retrieving the home page address and the supplemental web page address; and

(c) automatically launching a browser window and the floating window, wherein the browser window displays the home page, and the floating window displays the supplemental web page.

2. The method of claim 1, wherein the user's terminal stores a cookie file including the home page address and the supplemental web page address, the method further comprising:

(d) the setup page using address information in the cookie file to automatically cause the home page and the supplemental web page to be displayed.

3. The method of claim 1, wherein the setup page is located in a file on the user's terminal or is remotely located from the user's terminal.

4. The method of claim 1, wherein the setup page opens up at least one other window on the user's display screen to display advertising or other information.

5. The method of claim 1, further comprising:

(d) the user selecting the supplemental web page by clicking on a displayed page element while visiting the supplemental web page, wherein the page element is selected from the group consisting of an icon, a link and a button; and

(e) automatically storing the address of the supplemental web page in a file on a remote server or in a cookie file in the user's terminal.

6. The method of claim 1, wherein the setup page is an HTML page.

7. The method of claim 1, wherein the setup page is a CGI script.

8. The method of claim 7, wherein the CGI script is configured such that the floating window appears in the foreground of the display screen, and the home page appears in the background of the display screen.

9. A method of supplementing the display of a desired home web page with a floating window on a display screen of a user's terminal by using a setup web page having an address, the setup page having access to an address of a supplemental web page to be displayed in the floating window, the method comprising:

(a) a browser of the user's terminal automatically navigating to the setup page address when the user logs onto the Internet;

(b) the setup page receiving the supplemental web page address; and

(c) automatically launching the floating window, wherein the floating window displays the supplemental web page.

10. The method of claim 9, wherein the user's terminal stores a cookie file including the supplemental web page address, the method further comprising:

(d) the setup page using address information in the cookie file to automatically cause the supplemental web page to be displayed.

11. An article of manufacture for supplementing the display of a desired home web page with a floating window on a display screen of a user's terminal by using a setup web page having an address, the setup page having access to an address of the home page and an address of a supplemental web page to be displayed in the floating window, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) a browser of the user's terminal automatically navigating to the setup page address when the user logs onto the Internet;

(b) the setup page automatically retrieving the home page address and the supplemental web page address; and

(c) automatically launching a browser window and the floating window, wherein the browser window displays the home page, and the floating window displays the supplemental web page.

12. The article of manufacture of claim 11, wherein the user's terminal stores a cookie file including the home page address and the supplemental web page address, and the computer-executable instructions perform a method further comprising:

(d) the setup page using address information in the cookie file to automatically cause the home page and the supplemental web page to be displayed.

13. The article of manufacture of claim 11, wherein the setup page is located in a file on the user's terminal or is remotely located from the user's terminal.

14. The article of manufacture of claim 11, wherein the setup page opens up at least one other window on the user's display screen to display advertising or other information.

15. The article of manufacture of claim 11, wherein the computer-executable instructions perform a method further comprising:

(d) the user selecting the supplemental web page by clicking on a displayed page element while visiting the supplemental web page, wherein the page element is selected from the group consisting of an icon, a link and a button; and

(e) automatically storing the address of the supplemental web page in a file on a remote server or in a cookie file in the user's terminal.

16. The article of manufacture of claim 11, wherein the setup page is an HTML page.

17. The article of manufacture of claim 11, wherein the setup page is a CGI script.

18. The article of manufacture of claim 17, wherein the CGI script is configured such that the floating window appears in the foreground of the display screen, and the home page appears in the background of the display screen.

19. An article of manufacture for supplementing the display of a desired home web page with a floating window on a display screen of a user's terminal by using a setup web page having an address, the setup page having access to an address of a supplemental web page to be displayed in the floating window, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

- (a) a browser of the user's terminal automatically navigating to the setup page address when the user logs onto the Internet;
- (b) the setup page receiving the supplemental web page address; and
- (c) automatically launching the floating window, wherein the floating window displays the supplemental web page.

20. The article of manufacture of claim 19, wherein the user's terminal stores a cookie file including the supplemental web page address, and the computer-executable instructions perform a method further comprising:

- (d) the setup page using address information in the cookie file to automatically cause the supplemental web page to be displayed.